

Abstracts

Market Branding of Slovenian Gazelles

Gabrijel Devetak and Riko Novak

The purpose of the article is to show the global marketing activities, guidelines and management decisions for international business of Slovenian gazelles. The survey was conducted on a sample of 230-s Slovenian gazelles that have been included in the list of 500 fastest growing companies in Slovenia in previous years (2007, 2008, 2009 and 2010). They are also involved in the selection of 'Best Fast Growing Company or a Gazelle.' Slovenian gazelles use the internationalization for many reasons (saturation of the domestic market, lack of demand in the domestic market, etc.). Findings presented in this article may serve Slovenian gazelle in the decision of how to enter a foreign market, in the selection of the initial steps and the comparison of the existing market models used in the company.

Key words: globalization, gazelles, management, marketing activities

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Management Standards Integration in Service Providing Organizations

Anton Peršič and Mirko Markič

The purpose of the paper is to define key leadership models, to recognize advantages and benefits, and define influence factors of business success on leadership systems integration in service providing organizations in Slovenia. We use quantitative research with frequent analysis complex questions to present and analyse some factors of leadership standards and build a new regression leadership model of organization. We have sent the questionnaire to 89 organizations, all with certificate system of leadership quality ISO 9001 from the field service providing organizations in Slovenia – fields of banking and insurance, consulting and engineering organizations, trade organizations, public municipal services, power distribution organizations and municipalities. The results of the research confirm that the factors of business success are related to the implementation of the appropriate standards and leadership models. The results are intended for those larger organizations, which strive for business excellent performance improvement and corporate social responsibility (for example, model EFQM).

Key words: social responsibility, integration, quality, model EFQM, business success

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The Development of Communication and Leading Competences among the Leaders of Technical Expertise

Mojca Jermaniš

A leader holds an important role in the communication process. His/her way of passing information and of communication continuously influences the employees as it streams their behaviour and builds mutual trust. The purpose of this article is to show the development of communication and leading competences for mid-level leaders. Furthermore, the article defines specific competences and their importance for the efficient management of staff. 152 mid-level leaders working for an automotive company – a worldwide automotive supplier – were involved in the research. They completed the education programme for mid-level leaders. Descriptive statistical techniques and factor analysis were used for data processing.

Key words: communication, leading, education, competences

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Analysis of the Implementation of the Strategy for a Development of Non-Governmental Organisations in Slovenia

Bojan Mevlja

The purpose of the article is to examine whether the Strategy for a Systemic Development of non-governmental organisations in Slovenia is being implemented in line with the plans as set forth by its authors. The quantitative research conducted in 2010 is based on a questionnaire, which was sent to non-governmental organisations that took part in the strategic conference within the strategy preparation process and were actively involved in its formation. We have ascertained that the strategy is not being implemented effectively. Since the execution of this strategy influences the entire sector and, consequently, all non-governmental organisations, the present article will contribute to the development of the non-governmental sector in Slovenia. The article also presents suggestions for changes in the field of systemic changes necessary to realise the strategy in the future.

Key words: non-governmental organisations, strategy, research, implementation, survey, development

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**From an e-Competent School to an e-Competent
Secondary School Graduate?**

Viktorija Florjančič

Despite efforts in introducing modern technologies in pre-university education, faculties have been noticing a lack of computer and internet usage skills. Beside the presentation of statistical data, the paper presents results of a research on basic software use upon enrolment in a higher education institution. Research has shown that students rate their computer skills higher if their secondary school has a dynamic web site and if they used an e-classroom at school. The survey presented no statistically significant differences in literacy related to gender. Similarly, we found no regional statistically significant differences related to effective ICT usage in secondary schools.

Key words: computer and internet literacy, e-competence,
higher education

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